Ministero dell'Istruzione, dell'Università e della Ricerca

ESAME DI STATO DI ISTRUZIONE SECONDARIA SUPERIORE

Indirizzi: IT04 – TURISMO, EA07 – ESABAC, EA27 – ESABAC TECHNO

Tema di: DISCIPLINE TURISTICHE E AZIENDALI e LINGUA INGLESE

Read the text below

Scattered hotels*, a 'Made in Italy' offbeat experience

Italy is dotted with hundreds of remote, sparsely populated historic villages that have fallen into disrepair as new generations moved to the cities to find work and live modern lifestyles. Giancarlo Dall'Ara, a marketing professor at Perugia University came up with the ingenious idea of the scattered hotel, a simple, non-invasive and sustainable concept in tourism. The notion is that rooms are scattered
5   in different buildings within the town, but run by a manager, working out of a central reception area, who is on hand to answer questions, make recommendations and arrange bookings. The guestrooms are all within walking distance of the concierge and common areas, while traditional meals may be served at a café or delivered to guests' rooms. This allows visitors to embed themselves in village life, while enjoying all the amenities of a hotel. Scattered hotels, says Dall'Ara, are healthy for the host
10 villages, because they act as social, cultural and economic stimuli. He calls them "drivers of development," because everything is sourced on site, involving the residents and local producers, and preventing depopulation. Scattered hotels are also ecologically and culturally sound, because they don't call for new construction, but rather, for the restoration and preservation of centuries-old architecture.
15 The remoteness of these villages, which once drove the younger people away, has now become their strength, says Dall'Ara. Here is where some of the old ways of cooking, weaving, and storytelling are still preserved, and this cultural wealth is the mother lode for unorthodox travellers, who yearn for authenticity and like to move off the beaten paths.
(260 words)

Adapted from http://albergo-diffuso.blogspot.it/2012/07/scattered-hotels-made-in-italy-offbeat.html
*albergo diffuso

Il candidato proceda:

1) all'organizzazione del pacchetto weekend richiesto con alloggio in un albergo diffuso, con programma e relativa tariffazione;

2) alla stesura di un sintetico Piano di Marketing Territoriale di una destinazione della sua regione promosso dall'Organizzazione Turistica Locale, che ha come obiettivo principale la valorizzazione della ricettività non tradizionale, evidenziando il possibile ruolo dell'agenzia di viaggio "XYZ".

Choose the answer which fits best according to the text. Circle one letter.

1. According to the text, the *scattered hotel* is a hospitality model based on

   a.   a compound of attached buildings and interconnected common spaces
   b.   temporary accommodation facilities linked to seasonal tourist flows
   c.   a centrally organized reception desk, but not a single hotel building
   d.   shared economic lodgings offering only limited facilities and services

MONDADORI
EDUCATION

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2. From the text we understand that the idea behind the *scattered hotel* model is to

   a. allow tourists to be fully immersed in the houses and life of village residents
   b. increase receptive capacity of rural villages to cope with mass tourism
   c. offer standardized cheaper accommodation for families
   d. create residences near busy tourist routes

3. The scattered *hotel* model can be an economic driver because it is able to

   a. attract investment for the development of new structures
   b. favor a high economic exchange between local and external sources
   c. boost the local economy through locally sourced produce and the revitalization of village life
   d. ensure equal distribution of the benefits of tourism among village residents

Rating of Albergo Diffuso Residence XY
Source: Trip Advisor ratings

Traveller rating		Reviews from		Rating summary	
Excellent	85	Families	28	Location	◎◎◎◎◐
Very good	52	Couples	56	Sleep Quality	◎◎◎◎◐
Average	18	Solo	6	Rooms	◎◎◎◎◐
Poor	3	Business	32	Service	◎◎◎◎◐
Terrible	0			Value	◎◎◎◎◯
				Cleanliness	◎◎◎◎◐

4. *Answer the question by referring to the table giving ratings of approval and disapproval.*

Look at the rating of *Albergo Diffuso Residence XY* from a popular web site. What segments of customers are more likely to use this type of accommodation? What do you think are the reasons behind their choice?

5. *Answer the question. Use complete sentences and your own words.*

What, according to the text, are the distinct traits of remote villages that appeal to the unconventional tourist?

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SECONDA PARTE

Il candidato svolga due dei seguenti quesiti: uno di Discipline Turistiche e Aziendali e uno di Lingua Inglese.

1. Si ipotizzi che l'agenzia di viaggio "XYZ" svolga attività mista (di T.O. e intermediaria): presentare la struttura del conto economico a sezioni contrapposte (conto economico di derivazione contabile) con l'evidenziazione delle voci di costo e di ricavo.

2. La tecnologia e la globalizzazione hanno modificato la nostra vita, la società e l'economia. Il candidato descriva come la tecnologia digitale abbia influenzato l'offerta e la domanda di turismo nel corso dell'ultimo decennio.

3. Write a promotional leaflet for a local tourist board focused on an itinerary for a small group of tourists who want to experience the distinctiveness and the realities of life in a remote historic town or village. Draw up your itinerary by suggesting activities which would encourage contact with locals and list the variety of accommodation on offer.

4. You have been asked to write an article for an international youth magazine on the following topic:
   Digital friendship: how does technology influence teenagers' relationships?
   Write your article in about 300 words.

_____
Durata massima della prova: 6 ore.
Sono consentiti la consultazione del Codice Civile non commentato e di calcolatrici scientifiche e/o grafiche purché non siano dotate di capacità di calcolo simbolico (O.M. n. 205 Art. 17 comma 9).
È consentito l'uso del dizionario bilingue (italiano-lingua del paese di provenienza) per i candidati di madrelingua non italiana.
Per la lingua inglese, è consentito l'uso di dizionari bilingue e monolingue di lingua generale.
Non è consentito lasciare l'Istituto prima che siano trascorse 3 ore dalla lettura del tema.

PRIMA PARTE

Text: Scattered hotels, a "Made in Italy" offbeat experience

Choose the answer which fits best according to the text. Circle <u>one</u> letter.
  1) C
  2) A
  3) C
  4) Couples and people on business are more likely to use this type of accommodation. The former can explore the village and its surroundings and enjoy all the opportunities offered by the place as well as eat in different partner restaurants or cafés. Businessmen/women too can sojourn in a scattered hotel where they can feel freer to move, meet their customers (even local ones) in the affiliated cafés or restaurants they prefer and not have to share their meals with other guests as it would be if they chose to stay in a standard hotel with a single restaurant room. Even families who like to go around and explore the surrounding areas and are not fond of all-inclusive crowded hotels may choose to stay in a scattered hotel which allows them to be more independent and plunge into the local life of the host village.

  5) Unconventional tourists may be interested in spending their holidays in remote villages since these small places are quieter and have a more authentic atmosphere than crowded towns which attract mass tourism. Remote areas offer a more genuine and sustainable form of tourism which gives visitors the opportunity to experiment and be part and parcel of the local life. These places treasure those traditional recipes, stories and customs which contribute to make the stay unique and authentic. The unconventional tourist will also definitely appreciate the fact that these remote villages are not subject to marketing strategies, consumerism and impersonal business, but, on the contrary, preserve history and invite their visitors to fully appreciate their unique centuries-old traits and to help develop local economies.

SECONDA PARTE

3. Write a promotional leaflet for a local tourist board focused on an itinerary for a small group of tourists who want to experience the distinctiveness and the realities of life in a remote historic town or village. Draw up your itinerary by suggesting activities which would encourage contact with locals and list the variety of accommodation on offer.

THE MAGIC OF VOLTERRA
Enjoy the beauty of this remote village and its centuries-old buildings and traditions by letting yourself be spoilt by the many activities this place offers.
Choose the accommodation which best suits you and make the most of the itinerary suggested, you will treasure this tour forever!

DAY 1:
Have lunch with the locals: they open their doors and lay tables in the streets where you can sit for free and eat homemade food while learning a few Italian words!
Explore the medieval town: visit Piazza dei Priori, Palazzo dei Priori and Palazzo Pretorio. Admire the Roman Amphitheatre and the remains of the empire. Walk through its narrow streets and the six gates in the Etruscan walls.
Enjoy the food & wine fair which offers you the specialities of the area: ham, salami, *foie gras*, toasted bread with local olive oil and the typical Florentine steak. All served with delicious local wines.
DAY 2:
Visit the Etruscan museum and the art gallery and let yourself be mesmerized by the beauty of Santa Maria Cathedral.
Buy local products from our craftsmen and artisans and do not forget to taste the local cheeses and cold meats produced genuinely by our farmers!
Lunch in a "trattoria" of the village and dinner in a typical farmhouse where you can taste Tuscan specialities while admiring the beauty of the landscapes.
DAY 3:
Guided wine cellar tour to the most ancient farmhouses in Volterra. Educational farm with animals for children.

Picnic in the nearby vineyards. Outdoor cooking class in the countryside: learn how to make Cantucci and ricciarelli, the typical Tuscan biscuits.
Dinner in a family-run *agriturismo*.

Accommodation available:
• three-star hotel in Volterra (200 euros per person – 20% discount for children under 10 years old)
• farmhouses in the countryside (150 euros per person - 15% discount for children under 10 years old)
• small apartments or double rooms in the medieval centre (150 euros per person - 10% discount for children under 8 years old)
• bed and breakfast located in the main square (100 euros per person - 10% discount for children under 5 years old)

3 days – 2 nights:
• maximum 15 participants
• complimentary gift: a bottle of Vin Santo and Cantucci biscuits
• English-speaking tour guide

4. *Digital friendship: how does technology influence teenagers' relationships?*

The advent of social networks and the addiction to our smartphones have inevitably altered the concept of friendship itself. We have more virtual friends than real ones, we are more connected than ever before and yet we often feel more lonely and lack deep and authentic ties with the people we go out with.
Technology has definitely changed teenagers' relationships: face to face interaction is often replaced by quick exchanges of pictures, emoticons and GIFs. If you take a walk and stop in front of a café, you will easily find a group of teens sitting at a table engrossed in their screens instead of happily communicating with each other. This new trend is gradually giving way to superficial relationships which often make us teenagers dissatisfied with our lives and always eager to fill that void with new videos, posts and photos which are however ephemeral and often unreal.
Technology has undoubtedly made our lives easier and allowed us to maintain long-distance friendships and chat with people living on the other side of the world. And yet connecting us all together, technologies have also contributed to isolate us more and more as we often prefer to text a friend rather than meet him and it has become easier to show an emoticon rather than express our feelings in our own words or, even better, looking into our friend's eyes.
The greatest challenge posed by our times is to learn to limit the use of our smartphones and retrieve the beauty of enjoying a walk with a friend without necessarily feeling the need to show videos or see the photos a friend posted on Instagram.
We must bear in mind that real friendship transcends wi-fi and if we want to establish long-lasting relationships we must cultivate values such as respect, tolerance, constance and care which need face to face interaction, presence, human connection, hugs and real smiles.